

## **URBAN GOVERNANCE AND CULTURAL AWAKENING: A STUDY OF VARANASI**

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### **ABSTRACT**

The government has done abundance efforts to actualize urban governance as an effective approach to solve urban problems in urban society. Actualization of this approach depends on fulfillment of various infrastructures, particularly the cultural one. Varanasi as the oldest living city of the world and cultural capital of India, today suffers from many problems rooted in negligence and sleeping of its local government and citizens. This study concentrates on the significance of the role of cultural awakening as one of the most important factors in actualization of urban governance in Varanasi. Thus, some of the principles of urban governance regarding cultural awakening are assessed at both levels of the local government and citizens. Moreover, few challenges are introduced, which are required for awakening and awareness of the local government and citizens about their functions for actualization of urban governance. For this purpose was examined the function of four government agencies which are as follows: Varanasi Development Authority (VDA), District Urban Development Authority (DUDA), Varanasi Jal Sansthan (JS), and Varanasi Municipal Corporation (VMC).

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### **INTRODUCTION**

Awakening as the start of a feeling or awareness in a person (TFD 2015), can be described as “ability to recognize ourselves as observers of the behaviour of ourselves and others,” which was “a critical step in the evolution of the human consciousness. It can be another bold step in the evolution of consciousness of comparable significance” (Korten 2001: p. 2). A serious turn to this concept seems to be very important today, because of the materialistic negligence of modern man from the sacred nature of man and his environment. Through development of knowledge, education, culture, communication, and

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understanding its value, this concept again earns its proper place. What is currently needed for India's cities and communities more than ever, is nothing but cultural awakening. Deteriorating conditions in cities and metropolitan are rooted in a slumber that like a virus can infect all citizens and government. The way out of this dilemma passes through the cultural awakening, because "Many of the problems and potential solutions referred to above rest on recognizing and then interpreting important cultural cues" (Zaharna 2012: p. 29). However, India, in the middle of the twentieth century, with one movement or cultural awakening could liberate its nation from the bondage of the colonialism, and today, for solving rural and urban issues the same awakening is once again demanded. The fact that change is seriously needed for Indian cities is more than clear. Varanasi city as the place where the Buddha presented his first sermon and the call of awakening is whispered to the ears of people, and as the city, which is known as cultural capital of India, can present a cultural awakening of its own kind. If we are to consider the issue of cultural awakening as a practical work, it is necessary to upraise cultural awakening in two levels: first, government level; second, civil level, because development and urban governance will never happen with conscious government and without conscious citizens, or with conscious citizens and without conscious government.

## **STUDY AREA AND METHODOLOGY**

Our study area is Varanasi city located between the 25° 14` to 25° 23` North latitude and 82° 56` to 83° 03` East longitude along the bank of the Ganga river. Population of this city was 1,198,491 people in 2011. The present research is based on primary and secondary sources of data collected about urban governance. The technique used for collection of Primary data has been questionnaire and the respondents are the citizens of Varanasi city. In our field work, 100 respondents are selected among those who are over 16 years old.

## **CULTURAL AWAKENING IN THE GOVERNMENT LEVEL**

Government as a unit that has power and executive force should be in the serve of people. Nevertheless, it has been seen that in some occasions, function of politician, policy makers and officials could not obtain citizens' satisfaction and some of them have easily abused the power against the citizen, or just for the sake of individual interests. In such a system, corruption can increase. the government system of Varanasi city, just like many other Indian cities needs to execute a set of fundamental changes and reforms in structure, scheme, function, manner and attitude of politicians, policy maker and governmental officials. In below, some challenges that need cultural awakening are mentioned. The agencies to be assessed in this paper are Varanasi Development Authority (VDA), District Urban Development Authority (DUDA), Varanasi Jal Sansthan (JS), and Varanasi Municipal Corporation (VMC).

### **3.1 Equitability and Inclusivity of Plans and Vision**

Vision of governments, and particularly local governments, must be consideration of all social groups, and further, giving specialty to vulnerable groups, instead of following the capitalist pattern of economy. The Progress of development plans of the government and its

strategies have shown that it has no affiliation with equality and justice. Some social groups do not have the least urban facilities and urban infrastructure, even in some cases, it is not only a question of infrastructure, but a question of accommodation in unhealthy and insecure places. Government vision do not support vulnerable groups, it is even led to an increased number of them. According to data from DUDA in 1971, population of slums in Varanasi was 86,700 persons, and reached to 740,667 persons in 2011, Table 1 shows more details of it.

**Table – 1:** *Population of Slums in Varanasi During 1971 – 2001*

Year	Population of Slums
1971	86,700
1981	120,812
1991	200,000
2001	453,222
2006	578,646
2011	740,667

**Source:** *SPA (2014: p. 87) Jha & Tripathi (2014: p. 175)*

Among the 227 slums existing in Varanasi, just 177 of them are connected to the sewage network, and 11 slums do not have individual household toilets. Water supply exists in 192 slums and more than 77.4% of slums are not in coverage of streetlight. The available data about housing of slums covers only 19 slums, 64% of them are pucca house, 22% are semi pucca, and 14% are jhuggi jhopri, which are built with sandstone tiles and thatches (JNNURM 2006: p. 121). The scenario is not finished here; in the Master Plan of Varanasi, the land use of the lands in which slums are accommodated, because of land mafia, are changed to residential and many of them become homeless. Regrettably in the Master Plan of 2031 the condition of slums noted even worse, planners by changing the land use of the area in which slums are accommodated will lead them to be homeless.

### 3.2 Non-Localization of Development Plans and Destroying Capital and Resources

Localization “is a development process that is guided by the customs, culture, social and economic conditions of a particular geographical area. The outcomes from the process reflect the cultural characteristics of the place and answers to regional needs” (FFA 2012: p. 5). As mentioned above, most of plans are caricatural copies of alien versions, in a way that their implement and imposition cannot give favorable outcomes and it always is followed by dissatisfaction of the people and government. Currently many shopping malls there have been built as commercial land use such as IP Vijaya Mall, but the interesting point is that people prefer to shop in local markets such as Godowlia markets and the result is that many shops in the malls are empty and useless when nobody wants to rent them. In the regions such as Varanasi with strong local culture and traditional life style, modern life style and compelling globalization are not good options, because the force of locality is stronger than that of the will to globalization. The outcome of this confrontation will be a landscape of turmoil and sharp duality, and ultimately waste of capital. In urban planning instead of blind imitation from the western version, must be a vision of matching with local life styles and customs of people.

### 3.3 Transparency and Increase of Public Trust in Politicians and Government Institutions

Transparency is the operation in which government and institutions simply disclose information, policies and performance details to their employees and the public. “Transparency promotes accountability and provides information for citizens about what their Government is doing” (Obama 2015: p. 1). It is a method that allows people to monitor government’s performance and policy, in fact, transparency is considered as a control tool. On the other hand, it leads to increase public understanding of decision-making and decision-makers, and level of trust on decision-makers gets increased. “A current Knight Foundation/Pew Research study demonstrates that when people achieve to the belief that the government’s behaviour is based on transparency and the information is easily available to the public, in contrast, people feel more ownership and show more attention to the city and civic institutions” (Davis 2011: p. 1). There are some reasons that show why government should be transparent:

- Lack of transparency leads to loss of trust in a community. Disclosure of information helps to rebuilding trust between citizens and government. “Another set of challenges to governance is related to the decreasing level of popular trust in politicians, and less so in the institutions of government” (Pierre 2009: p. 5).
- Transparency through making government available on-line cause to encourage citizens to more participation and ultimately to achieve new ideas.
- Lack of transparency effects on the government to be not able to have a good understanding of community and their needs.
- Transparency is naturally followed by trust. When this trust on local government increases, citizens feel capability of various affairs and start to take responsibility in different fields.
- Not presenting the completed tasks by local government causes citizens to be not able to understand what the government has done for them.
- Online availability of government can make community more engaged and in touch with social media which in its turn, can educate residents, produce knowledge, and be a start for change (IGMA 2013: p. 1).
- Absence of transparency creates discrimination in society, because just a few people access to information.

Degree of disclosure of information by governmental institutions can show the rate of transparency, for this purpose several items are selected as criteria and the situation of the local government of Varanasi from the point of view of transparency is examined. These items are tender advertises, annual report, projects, project progress report, funding, online government, complain cell, fees and rules which is shown in Table 2.

**Table – 2:** *Degree of Transparency of the Local Government of Varanasi*

Item	VMC	JS	VDA	DUDA
Tender advertises	1	1	1	0
Annual report	0	0	0	0
Projects	1	0	1	0
Project Progress Report	0	0	0	0

Funding	1	0	1	0
Online government	1	1	1	0
Complain cell	1	0	1	0
Fees	0	1	1	0
Rules	0	1	1	0
Total	5	4	7	0

*Varanasi Development Authority (VDA), District Urban Development Authority (DUDA), Varanasi Jal Sansthan (JS), Varanasi Municipal Corporation (VMC)*

*1= there is item , 0= there isn't item. Source: Field work, 2015.*

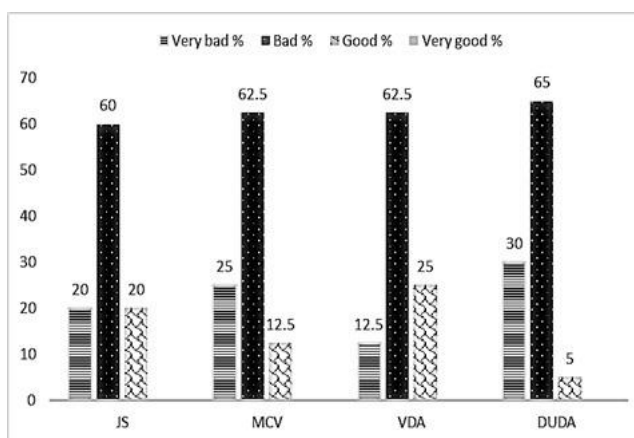
According to this examination, VDA and JS obtain the highest rates in transparency and disclosure of information, then VMC is the next and JS is the third degree and DUDA possess the lowest rate of transparency. In the field survey, we tried to appraise transparency of local government. The respondents' rate to the transparency of local government is categorised in four classes the result of which is very interesting. According to this rating, VDA has the first degree in transparency and JS sit in the second place, VMC in the third, and DUDA in the fourth, Figure 1 shows rating of transparency of local government by citizens. DUDA does not have "a provision for a public disclosure of a citizen's charter. The system of publicly disclosing its budgetary account is also missing. Neither do they bother for any annual work – report. Even the advertisement effort of the going schemes and projects is largely unsatisfactory. The officials have confirmed a fund crisis but their progress is virtually nil regarding the option of a fund based accounting system. So the cited fund deficits did not have any authentic ground" (Singh & Roy 2014: p. 365).

The answers of respondents to the question 'have you ever seen any advertisement tenders related to the development of the city?'

Was as follow: 80% answered 'Yes' and 20% answered 'No'. Among the respondents who gave positive answer, 73.3% have seen tenders in newspaper, 20% in internet, and only 6.6% in TV.

The answers of respondents to the question 'if you need information that is not available in website of local government how you can access them?'

Was as follow: 69% answered it's very difficult, 23% answered they can never get information, and only 7.6% answered that they get information easily.



**Figure 1.** Rating of transparency of local government by citizens

Source: Field work, Varanasi, 2015.

### 3.4 Influence of Morality on Responsibility, Effectiveness and Efficiency

What has caused to the lowering of efficiency, effectiveness and responsibility in government institutions is the loss of work ethics. Law alone is incomplete; it is beside

moral that will become complete. Perhaps, there are many well-written laws that are ignored because of immorality. We can say that achievement to governance is impossible without morality. “Effective governance (also known as good governance) as a function of good leadership imbued with a strong moral fiber in public service” (Chambas 2015: p. 3). Morality can also appear in planning, in vision of justice, efficient use of resources and attention to present and future, respect to environment. Executives have a key role, because they should implant laws and plans and they play the role of middle ring between citizens and politicians and planners. Local government is the middle circle and the public can observe its function and generalize it to all classes “Perhaps, ‘morality’ has an old-fashioned ring about it; but any politics without morality is destructive” (Ekeh 2012: p. 218).

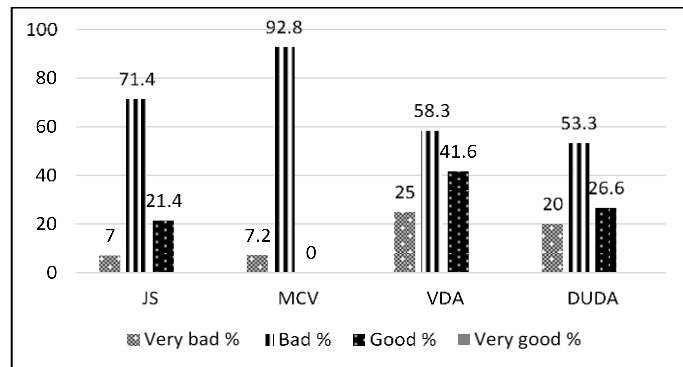
Absence of responsibility, effectiveness and efficiency of administrative system of Varanasi has root in immorality. Lack of morality in the system lead to some issue, among them, those cases that can be mentioned are:

- Irresponsibility of institutions and stuff to citizen’s requirements and proper delivery of services to them.
- Negligence about rules and ignoring the law in some cases.
- Discrimination and lack of equality in delivery of services that cause some of residents to have not access to urban services.
- Immorality in finance and time management that results in prolongation of projects and economic and social damages imposed to the society.
- Waste of resources and national capitals.
- Lack of the spirit of cooperation in improvement of the system.
- Widespread corruption in the system.

A difference between strong government and weak government is the practice of moral obligations in private and public spheres. In strong government, private and public spheres are based on the moral foundation and act of people is accordance with the maximum moral standards, but in the weak governments, there is less attention to morality in private and public realms

All of these cases follow unsatisfactory of citizens. In filed work, citizens of Varanasi observe function of local government and they give their scope to effectiveness, efficiency and responsibility of local government. VDA obtains more scope for efficiency and responsibility and VMC has less scope in this case. Figure 2 shows scope of local government.

We also examined effectiveness and efficiency of urban services; according to the comment of respondents’ pollution control, sewage, community road, solid waste management, heritage conservation, and slum development have low effectiveness and efficiency, and water supply and street lighting have high effectiveness and efficiency among other urban services. Table 3 shows more details.



**Figure 2:** Citizens' scope of effectiveness, efficiency and responsibility of local government

**Source:** Field work, Varanasi, 2015.



**Table – 3: Effectiveness and Efficiency of Urban Services in Varanasi**

No	Item	Very bad	Bad	Good	Very good
1	Building permission	18.7	50.0	31.2	-
2	Water supply	18.7	31.2	43.7	6.2
3	Sewage	46.7	40.0	13.3	-
4	Drainage	6.2	68.7	25.0	-
5	Road and transportation	31.2	56.2	12.5	-
6	Street lighting	6.2	43.7	50.0	-
7	Solid waste management	37.5	50.0	12.5	-
8	Park and green spaces	12.5	62.5	25.0	-
9	Pollution control	50.0	37.5	12.5	-
10	Slum development	31.2	62.5	6.25	-
11	Community road	40.0	46.7	13.3	-
12	Heritage conservation	33.3	53.3	13.3	-

*Source: Field work, Varanasi, 2015.*

### 3.5 Lack of Rule of Law and Corruption

Sovereignty of law means that agencies and agents who work in the public system can justify their actions according to the law, the government must act in the legal framework and principles which are determined for it with a power limited to their duty (Aluko 2010: p. 89). Centralization of power, lack of monitoring by citizens and absent of the rule of law lead to corruption of the system, and “corruption, from petty bribery, nepotism to large-scale larceny, can have a devastating impact, undermining development, destroying public trust and burdening the lives of many, in particular the poor” (IFAD 2015: p. 3). World Bank has declared that at least one trillion dollar, equal to 3% of the total income of the entire world, is annually indulge into corruption (WBG 2015: p. 1). Corruption and poor governance have relationship with the indicators of human development, although low amount of officers’ income is also one of the major reasons for corruption. The governments like Varanasi in which the rule of law is weak, most of the problems are raised because of the lack of the rule of law. Therefore, a decline of public trust in the government and the judicial system is created. Moreover, private investment due to lack of investor’s trust gets reduced, and this is caused in its own turn due to disputes arising from the fact that contractual obligations are not being met by the public sector. For example, the problem between VMC and the private company for management of solid waste in Varanasi, the company refused to continue working because of non-payment, now it is more than two years that they have stopped the work and the case is in high court awaited for the final judgment and the dispute is still going on. (Singh 2014, p. 1) It is in such conditions that the government cannot attract the trust of the private sector to invest and participate.

An important factor that opens the way for corruption, is lack of public access to regulations and fees of services, in a study that was done in this regard on the Varanasi city departments, it is indicated that only JS and VDA departments provide their regulations and the cost of services to citizens, but VMC and DUDA do not share these information with citizens, whereas an organization like the VMC is connected daily with many citizens.

When asked from the citizens, ‘what is the problem of local government in Varanasi?’ all the answers reported the root in two problems, first, delivery services and second, corruption of the government system. i.e. 88% of them mention to delivery services and 12% to corruption of the system. Also, 58% of respondents say that they do their work in government office in ‘illegal way’, 33% in ‘legal way’ and 9% do their work ‘sometimes in legal way’.

Some expectations of citizens from the government institutions about the rule of law: (1) Stop corruption in the government system, (2) follow up the rules, (3) make the rules transparent, (4) reform and change some rules, (5) strict act and (6) monitoring the function of government institutions.

### 3.6 Accountability

“Accountability means empowered and responsible staff and managers who have more authority and responsibility for decision-making and can improve delivery of the city’s aims and objectives also can improve management of human and financial resources” (GDRC 2015: p. 1). Accountability has two steps: first responsibility and second action. Responsibility is having attention to government commitment, institutions and authority to provide information about decision-making, policy and their acts to the public and other institutions which have role of monitoring. Action, the institutions that are responsible for accountability can punish different parties or correct their behaviour. Accountability has four principles comprising, “Specify responsibility and authority, provide guidance and support, monitor and assess exercise of responsibility and authority and take appropriate action” (GDRC 2015: p.1). The government should disclose honestly and transparently its functions and prepare a sphere for public monitoring and poll, it must also establish public communication services till people can be in touch 24 hours / 7 days and can observe its functions, express their opinions about policy, delivery services, effectiveness of projects and behaviours of staff of government institutions. Conversely, the institution should do suitable reaction toward answering to the needs of citizens, although sometimes the government ignores the complaints. The following results are a short review of the websites and surveys related to the accountability of agencies that are involved with the urban governance of Varanasi. VMC, JS and VDA they have online government that it is first window for poll and complain of citizens, also they have complain services but DUDA doesn’t have any online government and complain services. Table 4 shows view of citizens toward Behaviour of complain services of local government.

**Table – 4:** *Behaviour of complain services and their accountability*

Item	Per Cent
They Didn’t Respond	25
Their accountability Not Good	62.5
Good	12.5

**Source:** *Field work, Varanasi, 2015.*

Respondents express their opinions about duration of complaining consideration, 14% of respondents answered that their complaints are attended less than one week, 28.5% ‘2-3 weeks’ and 57.5% ‘more than 3 weeks’, and 57% of respondents contacted ‘by phone’, 36% ‘by internet/website’ and 2% ‘by post’ for making complaints. Increase of level of education, communication and media lead to the increase of level of public awareness.



Today, citizens can recognize weaknesses of government very well and they expect the government to be accountable to them. In answer to the question, ‘what topics do you expect from the accountability of the government and the government departments? Their answers are mentioned in Table 5.

**Table -5:** *Citizen’s Expectations From Government Accountability*

No.	Expectation from Government Accountability	No.	Expectation from Government Accountability
1	Function and efficiency of work of staff	10	Civil complaints
2	Development of the city	11	Make relation between citizen and authority
3	Rules for the development of the city	12	Citizen participation
4	Pollutions	13	Monitoring function of staff and office
5	Delivery services	14	Educated Personnel
6	Act the policy and take strict action to solve the problem	15	Full implementation of development projects
7	Transparency of problems	16	Execution of decision and not only organizing a meeting
8	To solve problems of people and society	17	Improving the situation of poor citizens
9	To follow rules	18	To be against corruption

**Source:** *Field work, Varanasi, 2015*

### 3.7 Employee Participation in Decision-Making Process

Employee participation “means that, when possible, workers should have their own reasonable autonomy and decision-making ability regarding their own position and tasks” (Lower 2010: p. 46). One principle for creation of the structure of governance is to make active participation easy towards effectiveness of collective action. The participation should not be like a bureaucratic mechanism, but a participation of intelligence and commitment, a participation composed of employee, authority and stockholders. To achieve the best results for participation in decision-making process, the following challenges should be solved:

- 1- Equality of vote of members: that is to say, the social, economic and religious positions must not have any effect in vote and decision-making process. In other word, there must not be any discrimination in decision-making.
- 2- Intelligence and effectiveness of participation: Members who participate in a meeting must have awareness and knowledge about issues.
- 3- Implementation of decisions: many meetings are held as formality and most of the decisions remain as beautiful notebooks in the government departments. It causes to loss the spirit of active participation in employees.

Another challenge, which is common in the most government departments of Indian cities including Varanasi, is decision-making process within an organization that is done by authority and staff of the department themselves. Some factors lead to decrease of effectiveness and efficiency in decision-making process: in the decision-making process the people who have high economic and social or religious position or belong to a special caste, play more significant role in decision-making process, compared to other members. In

addition, the strong political parties have more effect in comparison with the other political parties. The discrimination is limited not only to position, but also expands to gender. The role of male members is more significant than that of female counterparts in decision-making process. And finally, some staff who have low education and cannot understand the issue, possibly participate in a meeting and decrease efficiency of decision-making, even sometimes they can take a significant role in decision-making.

You may find it helpful to remind the reader of the hypothesis before presenting each result. It is also a good idea to tell the reader what type of data analysis was done (e.g., correlation, ANOVA) before it is presented. State what alpha level you adopted; an alpha level of 0.05 is the standard. Although you should be sure not to try to interpret or explain your results here, it is appropriate to state whether or not your hypotheses were supported. Just don't try to explain why the hypotheses were or were not supported; that's why you have the Discussion section.

## **CULTURAL AWAKENING IN THE CIVIL LEVEL**

The other part of the cultural awakening is related to citizens of a society. Below, to the significant challenges are mention, which are resulted because of the absence of the awakening.

### **4.1 Effective Public Participation Beyond Democracy**

John Keane who has wrote *The Life and Death of Democracy*, points to the fact that democracy was not created in Greek civilization but it was created for the first time in African states and they were thinking about building up a new system of governance that have harmony with people and cultural condition. In his view, "democracy has been procured by those with wealth in many cases. Even in America, the assumed bastion of democracy, today money wins elections; not people's wills and votes" (Odhiambo 2010: p. 3). India is recognised as largest democracy in the world, despite its vast poverty and the fact that thousands of farmers commit suicide because of liability. Experiences show that what is needed for the current societies needs is more than democracy, because democracy cannot provide people's wills; to be frank, urban governance should run the ability beyond democracy. Perhaps effective participation of citizens can be a good alternative. It is necessary to mention, there is a difference between public participation and democracy: "public participation means that citizens should be able to interact with government on decisions that affect them. In a democracy, citizens vote for political leaders and representatives of their choice" (PAWETU 2011: p. 1). Therefore, "we are not simply objects to be governed but rather we are to do what we can to build up the communities to which we belong and a society's common good is built up through the intelligence, commitment and effort of its members." (Lower 2010: p. 103). Consultation with citizens to recognize interests of all the stakeholders and a consensus-oriented achievement can provide the needs of the whole society, and be not against sustainable development. It is one of the principles of urban governance. Participation of citizens has two substructures. First, provision of a condition for participation of citizens by government, and second, will of citizen for participation. If citizens have trust on politicians and government, amount of

their participation increases in different affairs, thus, citizens will take more responsibility. Nevertheless, distrust will make the result vice versa. Citizen should participate, because:

1- Participation is a right or duty of citizens to guide government to the way they work;

2- Citizen pay taxes, thus they should know that how and where government spends its money;

3- If citizens do not participate and solely government makes decision without hearing opinions of citizens, government will lack transparency and accountability (PAWETU 2011: p. 1);

In this paper, tried to appraise the will of citizens for participation or to understand the spirit of cooperation in citizens, 41% of respondents responded 'I like to participate' 53% said 'it is my right,' to participate and only 6% responded that 'they are not interested to participate'. Asked from citizens that 'do you attended in any local community meeting?' 75% of respondent answered 'No' and only 25% of them answer 'Yes.' Such as mentioned above, around 94% of people are interested to participate but why they do not attend the meetings is a question. The answer is that only owners of houses are allowed to attend in local community meetings, not all the residents who rent the houses. Furthermore, they determined the realm in which they have willingness to cooperate as follows: 43.7% 'in planning process,' 12.5% in 'implementation', 37.5% in 'monitoring,' and 6.2% in 'finance.' Most of people like to participate in 'planning process' and just a few number of respondents showed willingness to cooperate in finance. Also the most of respondents mention they solve the most problems of their area with aid of local community and neighbors, the Table 6 shows more details.

**Table 6 How citizens solve their problem in their area**

No	Item	Per cent
1	With the aid of local community	60.0
2	With the aid of neighbors	20.0
3	With the aid of the local urban body	6.6
4	Oneself	13.3

*Source: Field work, Varanasi, 2015.*

**Table 6: How Citizens Solve their Problem in their Area**

No	Item	Per cent
1	With the aid of local community	60
2	With the aid of neighbours	20
3	With the aid of the local urban body	6.6
4	Oneself	13.3

*Source: Field work, Varanasi, 2015.*

Participation of women in different affairs of society is an indicator of development and urban governance. If women have more role in society, they will have the same right such as men, not less not more. A research have studied women's role in decision-making of different affairs in the Varanasi city, that women's will to participate in different affair is different, but in general, participation of them in the society is not significant and the average of their participation in 'voting', 'attendance in social ceremonies', 'investment to policies' is less than 20%. The situation of involvement women in Varanasi clearly is not

satisfactory. In Table 7 quantity of women's will to participate in society in Varanasi city is shown.

**Table – 7: Women's Will to Participate in Society**

No.	Category of class Socio-Economic Status	Participate		
		Vote	Attendance in Social Ceremonies	Investment to Policies
1	Very high	13.4	27	12
2	High	21.3	21.3	9.2
3	Moderate	12.4	34.5	17.2
4	Low	8.8	2.9	1.4
5	Very low	38.1	9.5	2.4

Source: Bano 2014: p. 10

## 2.2 Loss of Morality and Ethical Approach and Dominance of Individual Self-interest to Public Interest

In a mega city such as New Delhi, trend of urbanization creates a set of changes; one of the most important of them is destruction of foundations of morality in cities. "In spite of a great constitution, greed and corruption are posing a threat to unity and India's reputation as a civilised nation. People of India need moral and spiritual cleansing to see that we do not succumb to the evil of greed and corruption" (Arya 2015: p. 3). Cities, which are set in second category, such as Varanasi, are not far from urbanization, globalization and modernity; they have their own significant effect to social behaviours. Although the speed of this trend is low in Varanasi, because of its being a cultural and religious city, unfortunately the mentioned changes can be seen in the life style, manner, moral, business etc. among citizens of Varanasi dominance of self-interest to public interest in Varanasi citizens, this view effect in three dimensions:

- 1- Lack of respect to rights and needs of other citizens that lead to citizens' dissatisfaction.
- 2- Lack of respect to nature and overuse of natural resources for achievement to aspirations and individual wishes.
- 3- Priority of business to morality and humanity that results in increase of crime and poverty.

According to the field work, citizens of Varanasi are unsatisfied with the current situation of Varanasi. They express the reason of their unsatisfactory as: absence of awareness of citizens about the current situation of the city, lack of attention to other citizens, existence of pollutions like: air, waste, sewage, water, corruption and crime, traffic issues and bad situation of roads, citizens' defiance against rules. In contrast, expectations of respondents from other citizens to improve the situation of the city have stated as follow: (1) to help and support other citizens, (2) having discipline in behavior, (3) participation of citizens for development and creation of a good condition in the neighborhood, (4) attention to the decision which is made with local community and implementation of the rule, and (5) keeping the urban environment clean and sanitary

## CONCLUSION

It is clear that the situation of Varanasi will not change unless a real awareness becomes generated in the local government and citizens. It is the process of informing and educating people to “elevate the level of knowledge” in various environmental, cultural, social and political spheres in which they actually live. In this way, each side play can its own role for generation of awareness in society: the government through meeting and consulting with experts, and non-government sector through creating electronic government and establishing compliant/suggestion gateways, enclosing information, providing a plane for public participation, and citizens by creating exploring spirit in themselves, paying attention to the circumstance and people of the place where they live, participating in communities and urban affairs, and finally media (means of communication) through expressing problems and discussions with the local government and citizens, explaining to citizens their rights and responsibilities.

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